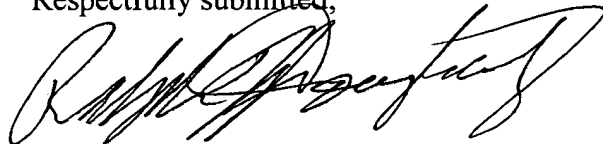


With regard to claim 5, McWilliam '884 discloses that the central server may require identifying information to be entered before allowing access to the electronic image associated with the memorabilia-related information. When identifying information is required, it is understood that such identifying information must be matched to some comparable information to accomplish the desired result.

Thus claims 1 through 5 are clearly obvious from Bowers in view of McWilliam under 35 U.S.C. §103.

Having shown that all claims in the present application are anticipated by, or in the alternative are obvious over the cited prior art, the Examiner is respectfully requested to reject each and every one of the presently pending claims in the instant patent application.

Respectfully submitted,



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CERTIFICATE OF SERVICE

The accompanying "Protest Under 37 C.F.R. §1.291(a)" was served on Thompson Coburn, LLP, attorney for applicant, at One Firstar Plaza, Suite 3500, St Louis, MO 63101 by first class mail, postage prepaid, on the 15th day of January, 2004.

By: 
Protestor